Competitive Info.

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# NEW YORK CITY
# KOOL BOX 40¢ OFF PREPACK DISPLAY

**PROMOTION DATES:** July 1st - September 30, 1996

**PROMOTION:** 3 cartons of KOOL Box 40¢ off Factory Banded Product

**PACKING:** 2 KOOL Box Kings & 1 KOOL Box 100's in an EZ load display unit.

**CONSUMER OFFER:** 40¢ off per pack

**TARGET AUDIENCE:** Low volume retail outlets in New York City that sell less than 100 cartons per week.
These calls will be identified by computer SBI reports for those distributors who submit sensitive business information to Brown & Williamson headquarters.

## PROGRAM OVERVIEW

- These deals should only be sold to low volume retail accounts in New York City.
- Each EZ load display should be assembled with 20 packs of KOOL Box Kings and 10 packs of KOOL Box 100's.
- Displays will be shipped to your warehouse to match product allocations.
- $28.00 per 12M case or $1.40 per display assembly payment will be paid to the distributor.
- A display sales incentive will be based upon the % of penetration of low volume calls as detailed on each accounts computer generated SBI reports.
- The display sales incentive is as follows:
  - $2.00 per display
  - $3.00 per display if achieve 30% target penetration
  - $4.00 per display if achieve 40% target penetration
  - $5.00 per display if achieve 50% target penetration
- Direct accounts will assign a computer deal number for input into Brown & Williamson's retail sales tracking system.
- Invoice retailer $12.00 off per display.
- A maximum of two displays should be sold to each low volume retail account.

## IMPORTANT NOTE

These deals are restricted for sale in New York City only.

In order to participate in this promotion and qualify for the incentives, each distributor must build all displays within 2 weeks of receipt and contact your Brown & Williamson representative to verify assembled display quantities prior to shipment to retail.

In addition, allocated quantities of these promotional units must be sold by August 5th and a retail ship to list must be forwarded to your Brown & Williamson representative by August 12th in order to obtain payment for your participation in this promotion and to receive additional quantities.

Failure to adhere to these guidelines will result in the termination of the right to participate in future promotions

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FYI

# NYC KOOL BOX 40¢ OFF PROGRAM
# SPEC SHEET

1st Ship Date - July 2, 1996

Listed below are the UPC codes:

| | Case UPC | Carton UPC | Pack UPC | Suppressed Pack |
|---|---|---|---|---|
| KOOL Box King | 27200-02309* | 27200-02310 | 27200-00680 | 275802 |
| KOOL Box 100's | 27200-02311* | 27200-02313 | 27200-00681 | 275812 |
| KOOL Mild Box | 27200-02314* | 27200-02315 | 27200-00682 | 275822 |

*The order codes are the last four digits of the case UPC codes.

**30 DAY TERMS**
**DISCOUNT BASED ON REGULAR LIST PRICE**

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